

Paris, the 25th of october 2023

Mascaret is awarded the "Innovative Company" label by Bpifrance

Mascaret, a leading business communications firm, is delighted to announce that it has been awarded the "Entreprise innovante" label. This qualification is awarded to companies with innovative and strategic projects, and opens the door to investment by the FCPI (Fonds Communs de Placement dans l'Innovation).

Today, business communication plays an indispensable role in corporate success. Over the years, Mascaret has built up a unique expertise, requiring an excellent understanding of intangible assets (reputation, trust, etc.) and the aspirations of different stakeholders. By skilfully orchestrating these elements, Mascaret contributes to the creation of sustainable value for its partners.

To obtain this qualification, Bpifrance carries out a technical and economic analysis of the company's project, and examines its innovation strategy. "Mascaret perfectly meets these criteria", confirms Benjamin Grange, CEO of the firm, "We stand out as one of the few service companies to receive the Bpifrance label. It's a source of great pride, rewarding years of work to remain at the cutting edge of strategy consulting."

The "Innovative Company" label allows FCPIs to invest in the company's capital. FCPIs are invest at least 70% of their assets in SMEs that meet eligibility and innovation meet eligibility and innovation criteria.

About Mascaret

Founded in 2016 under the name Dentsu Consulting, Mascaret is now the leading business communications firm in France. Mascaret develops a company's economic value, its expression and its perception by stakeholders (investors, market, employees, civil society and public authorities) at pivotal moments: acquisition, merger, exit, A/B/C/D fundraising, LBO, joint venture, securities transaction, refinancing, governance evolution, transformation plan, new leader, change of course, economic crisis. For public leaders and elected representatives, we support key electoral deadlines. Mascaret's teams operate in France and in 44 other countries through the IPRN network.